

MEMORANDUM

Agenda Item No. 11 (A) (34)

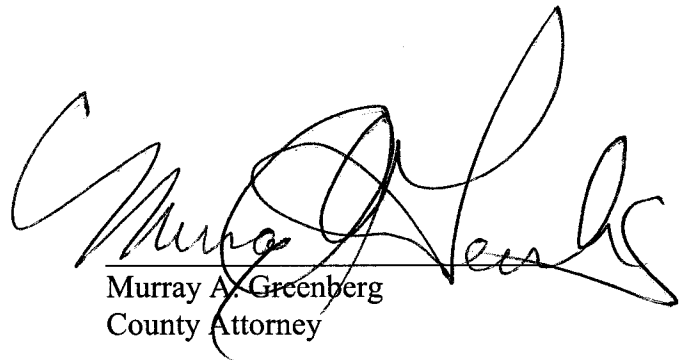
TO: Honorable Chairman Joe A. Martinez
and Members, Board of County Commissioners

DATE: October 18, 2005

FROM: Murray A. Greenberg
County Attorney

SUBJECT: Resolution relating to
implementing a campaign
entitled ("ICE") In Case of
Emergency

The accompanying resolution was prepared and placed on the agenda at the request
of Chairman Joe A. Martinez.



Murray A. Greenberg
County Attorney

MAG/jls



MEMORANDUM

(Revised)

TO: Honorable Chairman Joe A. Martinez
and Members, Board of County Commissioners

DATE: October 18, 2005

FROM: Murray A. Greenberg
County Attorney

A handwritten signature of Murray A. Greenberg in black ink, written over the printed name.

SUBJECT: Agenda Item No. 11(A)(34)

Please note any items checked.

- ☐ "4-Day Rule" ("3-Day Rule" for committees) applicable if raised
- ☐ 6 weeks required between first reading and public hearing
- ☐ 4 weeks notification to municipal officials required prior to public hearing
- ☐ Decreases revenues or increases expenditures without balancing budget
- ☐ Budget required
- ☐ Statement of fiscal impact required
- ☐ Bid waiver requiring County Manager's written recommendation
- ☐ Ordinance creating a new board requires detailed County Manager's report for public hearing
- ☐ Housekeeping item (no policy decision required)
- ☐ No committee review

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 11 (A) (34)
10-18-05

RESOLUTION NO. _____

RESOLUTION DIRECTING THE COUNTY MANAGER TO
CREATE AND IMPLEMENT AN EDUCATION AND
MARKETING CAMPAIGN TO URGE THE PUBLIC TO
CREATE A CONTACT ENTITLED ("ICE") [IN CASE OF
EMERGENCY] IN THEIR MOBILE TELEPHONE
DIRECTORY WITH EMERGENCY CONTACT
INFORMATION TO FACILITATE EMERGENCY
RESPONDERS IN RENDERING EMERGENCY SERVICES

WHEREAS, emergency responders are often faced with circumstances where an individual in need of emergency assistance is incapacitated or otherwise incapable of communicating critical and potentially life-saving information necessary to render effective emergency assistance and in such circumstances a certain designated family member, friend, legal guardian, or health professional may know such critical or life-saving information; and

WHEREAS, in the aforementioned circumstances emergency responders may need such critical or life-saving information on short notice; and

WHEREAS, in late 2004 a paramedic in the United Kingdom hatched the plan to urge mobile telephone users to enter the acronym ICE – for In Case of Emergency – because he had in the past struggled to obtain contact details from shocked or injured patients. By entering the acronym ICE into the mobile telephone's directory, users can log the name and number of someone who should be contacted in an emergency; and

WHEREAS, the idea for ICE follows research conducted by Vodafone in the UK that shows that 75 percent of people carry no details of who they would like telephoned following a serious accident; and

WHEREAS, a national campaign was launched in the UK to urge everyone with a mobile telephone to enter ICE information in their mobile phone book; and

WHEREAS, emergency responders are now familiar with the ICE program and will look for the ICE section on the victim's mobile telephone if they need to contact someone in an emergency on your behalf; and

WHEREAS, urging residents to add an ICE contact in their mobile telephone directory would promote the health, safety and welfare of Miami-Dade County residents and assist emergency responders in rendering service,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, directs the County Manager to create a marketing and education campaign directed at informing the residents of this community of the importance of the ICE initiative to better assist the public safety agencies of this community during an emergency situation and further that such campaign should include but not limited to brochures with removable stickers that residents may be able to remove and place on their mobile telephone to inform first responders of the ICE information on their mobile telephone, and further that the County Manager should consult with the Miami-Dade Police Department, Miami-Dade Fire Rescue Department and any other public safety agencies that may assist in the dissemination of this information.

The foregoing resolution was sponsored by Chairman Joe A. Martinez and offered by Commissioner _____, who moved its adoption. The motion was seconded by Commissioner _____ and upon being put to a vote, the vote was as follows:

Joe A. Martinez, Chairman
Dennis C. Moss, Vice-Chairman

Bruno A. Barreiro
Jose "Pepe" Diaz
Sally A. Heyman
Dorrin D. Rolle
Katy Sorenson
Sen. Javier D. Souto

Dr. Barbara Carey-Shuler
Carlos A. Gimenez
Barbara J. Jordan
Natacha Seijas
Rebeca Sosa

The Chairperson thereupon declared the resolution duly passed and adopted this 18th day of October, 2005. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: _____
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.



Eric A. Rodriguez

